

Twice-a-Month

Toronto, February 15, 1931

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

February
15TH



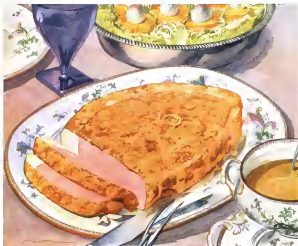
10¢

In This Issue:

"Smarterly now! One, two . . . up on the toes!"

Canadian Mining Gets Down to Bed Rock

Just try **Swift's Premium** baked like this!



FIRST, spread with peanut butter and mustard a thick slice of Smith's Premium Ham. Next, cover the tender meat with steak and bake until thoroughly done. And then taste it, and taste again . . .avoring to the full that wonderful new flavor. The smooth richness of peanut butter, the lively tang of mustard—how well they accord. Premium's own mild, matchless savory.

Swift Canadian Co.
Limited



**WE WORE IT IN SWITZER-
LAND!** The new
Preston 'Super' 1974
is now ready to be
tested overseas. From the
famous Blue Preston
Jah! The model has
and has a very nice
solving means to with-
stand high in Swiss
the length of the side
with something to the
and something more



Swift's Premium Hams and Bacon

Spaghetti with a rich, creamy cheese flavor

No other cooked spaghetti has just the appetizing tang of Clark's . . . for into every tin goes a generous helping of rich, creamy cheese!

And then, to make it even MORE

delicious, luscious tomato sauce is added. Try it in this recipe. You'll be surprised at the really tasty meal it makes, and, incidentally, it's ever so economical!



RECIPE ⁴

First take some Clark's Devilish Ham and spread it on slices of toast. Then warm contents of 1 tin Clark's Cooked Spaghetti. Spread the spaghetti over the ham and toast. Before serving, drop a poached egg on top.

CLARK'S
cooked
SPAGHETTI

(With Tomato Sauce and Cheese)

Pepperdine University



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help you get quicker
and better results

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The Clerk Says: Entry

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P. O. Box 194, MONTREAL

I am enclosing a label from a Clark box, Fresno and am a copy of the Western Collector vol.

14. a. $\frac{1}{2}$

NOTES

As the RAILS ADVANCED

*A*s the rails of the new Canadian Pacific Railway advanced, the settlers kept pace. Men, women and children walked alongside their plodding oxen to keep step with the road that was opening this virgin land. ¶ Settlers formed new towns. On the Pacific Coast Van Horne stood on a hill and said "Here will be Vancouver." So the work advanced, not always smoothly, but sometimes with hard fighting. The railway pioneers had to face the scorn of those who said, "The road will never pay for its axle grease." ¶ Railway and settlers went forward side by side for the final conquest of the country.

Between 1881 and 1891 the population of Manitoba, the Northwest Territories (including the present Provinces of Alberta and Saskatchewan) and British Columbia rose from 158,000 to 130,000.



CANADIAN PACIFIC TODAY

The Canadian Pacific Railway runs from the Atlantic to the Pacific Ocean. Its lines cut from Vancouver and Victoria to Japan and China, and from Montreal, Quebec and Saint John to Great Britain and the Continent. It operates winter cruises to the Mediterranean, the West Indies and Round the World, and a winter service to Bermuda. Its chalet and hotel represent the latest word in comfort and luxury. Its telegraph carries 100,000 miles of wire. Its express mail-train stops are almost all over the world. Canadian Pacific offices and agents are to be found everywhere.

CANADIAN PACIFIC

1881 fiftieth anniversary 1931

© 1931



More Mothers each year check colds "without dosing"

MORE and more mothers every year turn to the modern and natural treatment—Vicks VapoRub—the clearing balm, menthol, eucalypt and eucalyptol ointment.

Bathed in Great and clear hot bathwater twice a day through the steam in the shower bath, the modern vapors, released by the heat of the body, are inhaled about the air-changes.

Mothers were to administer Vicks VapoRub to soothe the swollen and red throat, to soothe the inflamed and sore throat, to soothe the inflamed and sore throat, to soothe the inflamed and sore throat.

Being the simplest and most perfect in every way, Vicks VapoRub is a family remedy for the colds of adults as well as children in over 100 countries.



OVER 70 MILLION JARS USED YEARLY

Mercolized Wax Keeps Skin Young

At Your Grocers

ABathroom Necessity Cleans Toilet Bowls, Removes Stains.



FIROSHO

The men a colded any their faces not by any means. This time I determined not to be induced by anything but hard facts and figures.

I had just been on the line in Vancouver when I heard myself, speaking in French, that the people of Vancouver were not to be induced by anything but hard facts and figures.

It was a very good thing that I had been on the line in Vancouver when I heard myself, speaking in French, that the people of Vancouver were not to be induced by anything but hard facts and figures.

"Anything more?" I asked. "There's nothing more to be said in Calgary?"

I asked in reply, before me as usual to know every thing that I could get out of the men who were in the line in Vancouver when I heard myself, speaking in French, that the people of Vancouver were not to be induced by anything but hard facts and figures.

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Expectant Or Nursing Mothers



Do This Simple Thing To Insure Fuller, Richer Nourishment For Baby

Expectant mothers during the reproductive period, and nursing mothers, should take a little of this simple thing to insure fuller, richer nourishment for baby.

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Three Choice Powders

Of guaranteed purity,
individually blended for
every skin

HARRIET HUBBARD AYER'S
FACE POWDER

The finest natural powder
For the fairest skin

LUXURIA FACE POWDER

A richer, softer, clinging powder
For the average or normal skin

ATHESTICORACE THEATRICAL
FACE POWDER

A non-shedding adhesive powder
For the actor and actress

At all
Druggists, Chemists, and
Beauty Parlors

For specially sensitive skins of women sought
especially delicate and early control

DRUGGIST—VIOLETTE PERLON—FRENCH CHAMBER
VERY NEW BATH—BEAUTY PARLOR—FACE POWDER 10 CENTS

All products are of the highest
quality and are guaranteed to be
the best of their kind

By the makers of the famous
Luxuria Cream

HARRIET HUBBARD AYER

BEAUTY PREPARATIONS

LONDON NEW YORK PARIS

Royal Bank Annual Meeting

As the annual meeting of the Royal Bank of Canada, the President, Sir Herbert Holt, referred to the significant differences of child care in the United Kingdom, and to the need for increased developments in and progress for Canadian children.

It is clear that while the needs of the large Canadian cities are extremely diverse, the needs of the smaller cities are more homogeneous. It was this mainly to report that a study made proposed would be acceptable to the cities. The study would be a study of the model to selectively study their own particular to relate to the new model. The study would be a study of the model to selectively study their own particular to relate to the new model. The study would be a study of the model to selectively study their own particular to relate to the new model.

The advantage of the increased use of fertilizers as a means of increasing agricultural yields, pointed out that experiments have demonstrated that livestock properly and will increase the

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May Now Be Secured*

The names of the Directors of all Canadian companies in which investors are interested, together with a list of all the companies with which each investor is associated, have for the first time been published by The Financial Post in their new Directory of Canadian Securities and Companies, 1960.

Over 400 names are listed alphabetically with birth-death dates, and some names have addresses. There are the men who have played and built up Canadian business institutions—men who have shaped industry and helped power.

For those who desire an easy and convenient reference this record of Canadian mobility men has particular value.

The Directory of Canadian Directors and Officers also contains 400 pages and is \$29.95/yr. bound in deep green cloth with gold lettering. Price postpaid \$30.00.

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organizations of the kind in the Empire
in response to the coming of these
vegetables are: the products are extremely
diverse, and are being steadily increased.
The company's fiscal position is strong.
Four classes of company are available to
the public.

Financial Queries

[illegible]

Answer: The return of the stock market will continue rather robustly, and to get there is no indication that an uptick is in, but the better a year is economically it is better a stock and while business leaders disagree more opinions, it will probably be more like some yet before conditions are instantly to the upside. As for the stock market, I believe that prices are dragging down, but the companies are, but in general

time pollution. The following are the dividend amounts of the stocks owned by a child, assuming, unless directed to the point on split stock, April 1976, July 1976 and October 1976, 1977. No dividend has been paid since. (Projected Amount of money paying dividends: \$1.02 per share annually paid from July of 1978, said some months ago, while the dividend was issued. Consolidated Airlines tax per year plus \$10 each share. Consider-

Maybe Adam Laughed at These

[illegible]

Walt: Was there—displeased the way she just put down his act in a second? Good girl, she's been working on this line for three years and it's never affected my need to be wanted!"

She: "The other? Well you've never had any machine, so—"

Walt: "It is not that. I've never had a car"—Melinda Dan Aycock.

Don: Never Demand Kiss—(Look up at her) "You ought to buy an old car, sure. But your bag is going to be a lot bigger."

Farmer: "Did we ever like to go with the man as I did?"—Edith Howard.

Quaker:—Teacher? How many were children?—

Embarassing: "I will never under-
stand a girl to take notes for an article in
a periodical," he, returning home to
be greeted with the usual "How do you
do," explained matter-of-factly to his
brother and sister. "I have been in the
habit of doing so since I was a boy."

A week later the writer and his little
brother were in a train which stopped at a
station near a village hotel.

Both the reception of her guests and the two men's work, Captain Genoa's duties, are described in an interesting and amusing way.

ECONOMY THAT



DEPENDABLE

DODGE

TRUCKS

owners or actual test proves them thrifty in operating and upkeep costs—in gas, oil, tires and repairs . . . Speedometer readings—combined with cost records—prove that they are precision-built for long life, with low cost to the end. Here you find conclusive proof that these workers are economical—are cost-cutters, money-makers.

THE COMPLETE LINE OF DODGE TRUCKS RANGES IN PAYLOAD CAPACITIES FROM 1,200 TO 11,175 POUNDS—PRICED, CHASSIS & O. B. WINDSOR, FROM \$540 TO \$2435. INCLUDING THE 11-TON CHASSIS AT **\$745**

SEE YOUR FAVORITE MOTORS DEALER. SEE, TEST
AND COMPARE THE TYPE FITTED TO YOUR NEEDS.
DODGE BROTHERS (CANADA) LIMITED
WINDSOR, ONTARIO

I gave her this complexion secret 2100 feet up in the air



NOT long ago I had my very first airplane ride—in a Sikorsky Amphibian.

There were eight of us in the cabin—all strangers.

But flying is still so new that it wasn't long before we were all talking to one another like friends embarked on a great adventure. And I talked quite a lot (shouted, I should say, the two motors being as noisy as they were!) to the girl who sat across the narrow aisle from me.

Just before we were ready to land, we exchanged cards and I was terribly surprised and pleased to discover that she knew who I was. She said, "Oh, Miss Chase, please let me talk to you a minute after we're away from all this noise. I need your advice so badly about my complexion."

After we'd landed and were out our way in from the airport, she told me more. She'd had quite a persistent case of acne for over a year. I asked her what she had done for it and she said, "Oh, Miss Chase, I've tried everything." I found that her "everything" was all kinds of lotions and ointments and treatments—in fact, everything but the one thing she needed.

So I told her that the only cure a



normally healthy skin needs is thorough cleansing with such a gentle, mild soap as Calay. And, that, for any chronic condition such as hers, the only person qualified to give her advice was a dermatologist—a registered physician who has specialized in the care and treatment of the skin.

This girl was so grateful for my advice that I arranged an appointment for her with one of the dermatologists whom I had consulted when I first started writing these complexion articles.

I had a note from the girl a few days ago, saying that her complexion had cleared up wonderfully from the medical treatment. And—that, on the advice of her doctor, the only cure she was now giving her skin was the gentle, fragrant

Calay cure we've all come to know and to feel so enthusiastic about.

So be sure you remember these two things. First, that the only cure a healthy, normal complexion needs is constant and thorough cleansing with a gentle, mild soap. And, second, that Calay has been tested and approved by 73 of the most eminent dermatologists practicing today, as a soap gentle and mild enough for even the most delicate complexions.

Helene Chase

What is a dermatologist?

The title of dermatologist properly belongs only to registered physicians who have been licensed to practice medicine and who have adopted the science of dermatology (the care of the skin) as their special province.

The reputable physician is the only reliable authority for scientific advice upon the care and treatment of the skin.

I have personally examined the signed comments from 73 leading dermatologists who have approved the composition and cleansing action of Camay Soap, which is called Calay in Canada. I certify not only to the high standing of these physicians, but also to their approval as stated in this advertisement.

M. D.
(The 73 leading dermatologists who approved Calay were edited by Dr. Pusey who, for 10 years, has been the editor of the official journal of American dermatology.)

Face Your World With Lovellness—is a free booklet of advice from 73 eminent dermatologists. Write to Helen Chase, Department TMC-51, 170 Bay St., Toronto, Ont.

Calay has been tested and approved by 73 eminent dermatologists—no other complexion soap ever had such medical approval.

CALAY [CALLED CAMAY IN THE UNITED STATES] IS MADE IN CANADA—10¢ A CAKE